

A. E. Carlson, Dannebrog, Neb.



"No finer place in the State."

Koza Bros., Clarkson, Neb.



"They have the right goods."

C. A. Nownes, Elkhorn, Neb.



"A very popular place."

Ben Morton, Benson, Neb.



"The boys who put Ben in Benson."



FRED BRODEGAARD.

Cone's Pharmacy, Ashland, Neb.



"A clean and cool place."



"In City or Town
The Sign of the Crown"

A Few Interior or Exterior Views From the Brodegaard Branches
in Iowa and Nebraska

City Book Store, Red Oak, Ia.



"An elegant display."

Max Lehman, Minden, Ia.



"A splendid place to shop."

R. M. Erway, Valley, Neb.



"Always on the job."

Bell Drug Co., Papillion, Neb.



"You can't miss it, and you don't want to."

Fred H. Frahm, Calhoun, Neb.



"Firmly established in a good old town."

Beacom Drug Co., Pender, Neb.



"A busy corner."

S. T. Jackson, Elgin, Neb.



"Right on the Main street."

Harry Hempling, Tekamah, Neb.



"A place where people come."

Success and Why!

THE TASK of organizing a chain of branch stores with a united buying and selling power greater than that of any long distance mail order house in the Jewelry line may now be considered completed. One hundred and fifty merchants in as many towns are selling our goods now or have signed contracts taking effect about June 1, and one hundred more merchants will be added to our list and have branches in operation before December 1, making a total of two hundred and fifty branch stores before the end of 1914.

Sufficient capital has been secured, partly in Nebraska and partly in the East, to carry on this great undertaking, and the remaining capital stock will be disposed of during the next two months, thus making the two hundred and fifty branches an established fact.

Facts That Talk!

We have no hesitancy in laying the following figures before the buying public of two states in order to emphasize the fundamental principle of greater buying and selling power on which our system of business is based.

During the experimental stage of the branch store plan in 1913, sixty-three stores did an average monthly business of \$111.50. Based on this low average of our "Pioneer" year, the 250 stores will do business for not less than \$335,000.00 a year, and when to this is added the scope of our well established Omaha store, we find a yearly total business of not less than \$500,000.00.

THESE ARE FACTS THAT TALK WHEN WE DEAL WITH THE BIG FACTORIES IN THE EAST!

THESE ARE FACTS THAT TALK WHEN WE MINIMIZE ON RUNNING EXPENSES AND ON PROFITS DUE TO THE LARGER VOLUME OF BUSINESS!

Note our advertisement in this paper next Sunday, giving prices and descriptions on SELECTED DIAMONDS, STANDARD WATCHES, QUALITY JEWELRY, the MOST DURABLE MAKES IN SILVERWARE and the FINEST CUT GLASS.

List of Stores Through Iowa and Nebraska

- OMAHA STORES.**
 Fred Brodegaard Jewelry Co., 16th and Douglas Sts.
 Megeath Stationery, (open June 15th).
 Ben Morton, Benson.
 Brown Park Pharmacy.
 Fregger Drug Co.
 Holst Pharmacy
 Q St. Pharmacy, South Omaha.

NEBRASKA STORES.

- Albion, J. Hess & Son.
 Auburn, W. A. Spring.
 Arcadia, Moore & Copeland.
 Archer, T. J. Lock & Son.
 Ashland, Cone's Pharmacy.
 Battle Creek, W. L. Boyer.
 Blair, Sas Bros.
 Blue Springs, J. W. Gardner.
 Bradshaw, C. E. Rogey.
 Brule, R. M. Anderson.
 Burchard, F. G. Casey.
 Calhoun, Fred H. Frahm.
 Central City, J. S. Lindley.
 Clarks, C. W. Honnold.
 Clarkson, Koza Bros.
 Comstock, City Pharmacy.
 Craig, McCracken Drug Co.
 Dannebrog, A. E. Carlson.
 Dawson, H. D. Kemist.
 Decatur, H. D. Byram.
 Elba, Madsen & Hermansen.
 Emerson, Davies & Fuller.
 Elgin, McDonald & Co.
 Elkhorn, C. A. Nownes.
 Fairfield, Hoevet & Reeves.
 Fordyce, H. C. Gobel.
 Getts, A. U. Mangold.
 Hampton, Bly Drug Co.
 Hartington, Fair Cash Store.
 Herman, Van Vallus Dept. Store.
 Homer, L. E. Ford.
 Hooper, Davies Pharmacy.
 Howell, J. W. Koza.
 Humphrey, O. A. Windolph.
 Kennard, Burr R. Jones.
 Leigh, M. H. Kibler.
 Lyons, C. S. Neumeyer.
 Marquette, J. J. Luff.
 Meadow Grove, O. P. Jones.
 Millard, Peters Bros.

- Mullen, Sands Commercial Co.
 Murdock, Murdock Mercantile Co.
 Newman Grove, Oscar Samuelson.
 North Bend, J. R. Tapster.
 Oakdale, Oakdale Drug Co.
 Oakland, Roberts Drug Co.
 Palmer, T. C. Minnich.
 Peru, W. W. Barnes.
 Pender, Beacom Drug Co.
 Petersburg, A. D. Duffy.
 Pilger, F. A. Huston, Jr.
 Plattsmouth, Gering & Co.
 Platte Center, D. J. Cronin.
 Rising City, B. F. Scott.
 Rosalie, Mahony's Pharmacy.
 Ruskin, James Molgard.
 Scotia, Artell Pharmacy.
 Scribner, Scribner Variety Store.
 Sidney, C. W. Hornady.
 Snyder, John Bolte.
 Stanton, Hyland's Corner Pharmacy.
 Stromsburg, W. A. Barnard.
 Springfield, H. Plegenbaum.
 Tekamah, Harry Hempling.
 Table Rock, J. H. Hulton.
 Tilden, C. W. Kunzman.
 Uehling, Suhr & Heyne.
 Valley, R. M. Erway.
 Wakefield, J. M. Johnson.
 Walthill, M. Mason & Co.
 Waterloo, G. A. Stenglein.
 Wolbach, H. C. Hansen.
 Winnebago, Jensen Drug Co.
 Wisner, Hoff & Dely.

IOWA STORES.

- Audubon, F. W. Smith.
 Avoca, O. A. Grulke.
 Blanchard, Owl Pharmacy.
 Dedham, Schafer & Son.
 Earling, H. A. Schleier.
 Elkhorn, Larsen Drug Co.
 Griswold, A. J. Cullen.
 Lewis, J. A. Ross.
 Lehigh, J. B. Schmidt.
 Manilla, Puritz Drug Co.
 Minden, Max Lehman.
 Neola, Loeltz Drug Co.
 Persis, F. E. Judy.
 Portsmouth, R. A. Mester.
 Red Oak, Carl Lindquist.
 Underwood, Adams & Jensen.

New Stores to Be Opened During June

- NEBRASKA.**
 Grafton, Brock.
 Coleridge, DeWitt.
 Laurel, Brainard.
 Randolph, Bruno.
 Bloomfield, Linwood.
 Wausa, Valparaiso.
 Creighton, Weston.
 Plainview, Shelby.
 Pierce, Osceola.
 Osmond, Polk.
 Dunbar, Hardville.
 Syracuse, Utica.
 Palmyra, Tamora.
 Talmadge, Staplehurst.

- IOWA.**
 Exira, Kimballton.
 Hancock, Shelby.
 Carson, Kirkman.
 Henderson, Irwin.
 Hastings, Logan.
 Emerson, Woodbine.
 Malvern, Dunlap.
 Tabor, Dow City.
 Randolph, Arion.
 Sidney, Vale.
 Riverton, Charter Oak.
 Farragut, Pisgah.
 Essex, Morehead.
 Coin, Mondamin.
 Walnut, Onawa.
 Anita, Ute.
 Hoyt, Brayton.



Omaha Retail Store, 16th and Douglas Streets.



View of Wholesale House. 5,808 Square Feet on the Third Floor of the Brown Block, Omaha, Neb.



DIRECTORS:
Fred Brodegaard, Alf. Brodegaard, W. G. Ure, Axel H. Andersen, J. J. Dreyer.